



ADDENDUM 1

Questions

Regarding VII A. 2. c and VII A. 4

“A matrix shall be provided which will identify, by task, key personnel assignments and the number of anticipated hours to be performed by each proposed project member by task.

This section shall provide the total costs by work task, and by jurisdiction for the data collection and analysis and community engagement tasks, including all expenses, profits and fees to be charged to COG for providing the services described above”.

Question 1: The two referenced sections indicate details on tasks that would be decided upon during the execution of the contract. Based on what should we provide assignments with hours and pricing for a data-driven marketing plan that hasn't been developed yet?

Answers Regarding Section VII A. 2. c and VII A. 4

Answer 1. New wording on this section in Red

“VII. CONTENT OF PROPOSAL

A. Format

All Offerors must submit their proposals following the prescribed format. Adherence to the proposal format by all Offerors will ensure a fair evaluation regarding the needs of COG.

Offerors not following the prescribed format will be deemed non-responsive. The letter transmitting the proposal must be signed by an officer authorized to bind the Offeror. The proposal must include the following:

1. Section 1. Qualifications of the firm and key personnel

- a.** *This section shall provide the professional credentials and expertise of the Offeror and key personnel assigned to this project.*
- b.** *Although standard personnel resumes may be included as attachments to the proposal, amplification specific to this solicitation is required in this section. Offerors are asked to specifically note whether proposed project personnel have any prior experience working on identified topics; experience working with the water and wastewater sectors, and ability to work with a regional committee comprised of*

water and wastewater utilities and local governments, and creative communications and marketing ideas for this sector.

c. The absence of such project specific information shall cause the proposal to be deemed non-responsive.

2. Section 2. Proposed method to accomplish the work

- a. In this section of the proposal, Offerors must provide a detailed description of their approach for accomplishing the tasks specified herein. Considering the challenges presented by the COVID-19 pandemic, alternative approaches to include both in-person and remote engagement are expected.
- b. This section shall include a work plan, schedule, and a project management plan that will detail all lines of authority and communication which will support all the project requirements and logically lead to the deliverables required in this RFP.

3. Section 3. Staff availability and past performance

- a. Timely completion of the tasks outlined for this project is of critical importance. Offerors are to provide a brief description of their current projects and the availability of key personnel proposed in this project.
- b. A matrix shall be provided which will **provide examples of relevant** project work from the past three (3) years to date. Information for each project shall include the following:
 - i. Project Name
 - ii. Project Client
 - iii. Brief description of project tasks
 - iv. Period of Performance, including whether the contract has concluded or not.
 - v. Project Point of Contact (Name, email address and telephone number)

4. Section 4. Cost proposals for the Offeror and any Subcontractor(s).

This section shall provide the total costs by work task, **for the community engagement plans and execution, including communications materials, expanding committee partnerships, and the pre- and post- marketing analysis.,** including all expenses, profits and fees to be charged to COG for providing the services described above.”

Question 2 - Can you please elaborate on what “jurisdictions” you are referring to?

Answer 2 – Disregard the reference to jurisdictions as the project will not be delineated in this fashion.

Question 3 - Heading III—Scope of Work—are the “four topics of importance” listed in random order or order of importance?

Answer 3 - These are not in any particular order, but all are seen as important. It would be okay for the consultant to ask members to rank them if it would be hard to accomplish them all effectively.

Question 4 - Should we assume participation from marketing communications functions at MWCOG member organizations?

For example:

A. If we have a social media campaign promoting water quality, can we assume that some or all of the member organizations will post messages on their respective social media properties?

Answer Question 4.A - Yes

B. Would it be possible to suggest items such as pamphlets or marketing communications materials to accompany paper bills or have messages included in emails to customers?

Answer Question 4.B - Yes, if members would like this approach.

C. Similarly, will we have access to MWCOG's webmaster (and potentially webmasters of members' websites) to request web analytics data?

Answer Question 4.C - Yes, COG staff will be able to provide analytics from the COG website and the COG-managed Protect Your Pipes website.

Regarding the members' websites, we could try to also collect their web and social media analytics.

D. Are there statements or audits of each utility's water quality and safety that we would have access to in order to attest to the quality/safety of water provided by member organizations?

Answer Question 4.D - Yes, the water utility's consumer confidence reports are posted annually and publicly.